

LEO BURNETT COMPANY, Inc.

Ad No. 156—Req. No. 14984—4½ x 5 in.—B&W—  
{Sports Illustrated, August 21, October 23, December 18, 1961 (C)  
{Time, August 25, October 13, December 22, 1961

## HERE'S ONE PIPE TOBACCO THAT STAYS LIT!



If you're tired of using a book of matches for each pipeful you smoke, try Bond Street. It stays lit because of the way it's cut—a combination of *flakes* (even burning) and *cubes* (slower burning). You'll like the aroma of fine imported and domestic tobaccos. And you'll like the way it stays lit . . . right down to the bottom of the bowl.

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